

2707 - Proposal to develop a Flood Education and Outreach Campaign

Application Details

Funding Opportunity:
2335-Virginia Community Flood Preparedness Fund - Capacity Building/Planning Grants - CY24 Round 5

Funding Opportunity Due Date: Mar 28, 2025 11:59 PM

Program Area: Virginia Community Flood Preparedness Fund

Status: Under Review

Stage: Final Application

Initial Submit Date: Jan 24, 2025 1:43 PM

Initially Submitted By: Nora Jackson

Last Submit Date:

Last Submitted By:

Contact Information

Primary Contact Information

Active User*: Yes

Type: External User

Name*: Ms. Nora Middle Name Jackson
Salutation First Name Last Name

Title: Resiliency Planner

Email*: njackson@novaregion.org

Address*: Northern Virginia Regional Commission
3040 Williams Drive, Ste. 200

Fairfax Virginia 22031
City State/Province Postal Code/Zip

Phone*: (703) 642-4369 Ext.
Phone
###-###-####

Fax: ###-###-####

Comments:

Organization Information

Status*: Approved

Name*: Northern Virginia Regional Commission

Organization Type*: Local Government

Tax ID*:

Unique Entity Identifier (UEI)*:

Organization Website: rlazaro@novaregion.org

Address*: Northern Virginia Regional Commission
3040 Williams Drive, Ste 200

Fairfax Virginia 22031
City State/Province Postal Code/Zip

Phone*: (703) 642-0700 Ext.
###-###-####

Fax: ###-###-####

Benefactor:

Vendor ID:

Comments:

VCFPF Applicant Information

Project Description

Name of Local Government*: Northern Virginia Regional Commission

Your locality's CID number can be found at the following link: [Community Status Book Report](#)

NFIP/DCR Community Identification Number (CID)*: 5108

If a state or federally recognized Indian tribe,

Name of Tribe: Nora Jackson

Authorized Individual*: Robert Lazaro
First Name Last Name

Mailing Address*: 3040 Williams Dr
Address Line 1
Address Line 2

Fairfax Virginia 22031
City State Zip Code

Telephone Number*: 703-642-0700

Cell Phone Number*: 540-238-7715

Email*: rlazaro@novaregion.org

Is the contact person different than the authorized individual?

Contact Person*: Yes

Contact: Nora Jackson
First Name Last Name
3040 Williams Dr
Address Line 1
Address Line 2
Fairfax Virginia 22031
City State Zip Code

Telephone Number: 571-560-2399

Cell Phone Number: 443-949-1158

Email Address: njackson@novaregion.org

Enter a description of the project for which you are applying to this funding opportunity

Project Description*:

Funding from this project will support the development of regional messaging, outreach content and materials to improve flood hazard awareness in NOVA, based on the framework developed by NVRC and jurisdictions. By using consistent messages delivered by a regional authority, we hope to foster credibility, decrease confusion, and provide support to our member jurisdictions looking to advance flood resilience in their community.

Low-income geographic area means any locality, or community within a locality, that has a median household income that is not greater than 80 percent of the local median household income, or any area in the Commonwealth designated as a qualified opportunity zone by the U.S. Secretary of the Treasury via his delegation of authority to the Internal Revenue Service. A project of any size within a low-income geographic area will be considered.

Is the proposal in this application intended to benefit a low-income geographic area as defined above?

Benefit a low-income geographic area*: No

Information regarding your census block(s) can be found at census.gov

Census Block(s) Where Project will Occur*: N/A

Is Project Located in an NFIP Participating Community*: Yes

Is Project Located in a Special Flood Hazard Area*: Yes

**Flood Zone(s)
(if applicable):**

**Flood Insurance Rate Map
Number(s)
(if applicable):**

Eligibility - Round 4

Is the applicant a local government (including counties, cities, towns, municipal corporations, authorities, districts, commissions, or political subdivisions created by the General Assembly or pursuant to the Constitution or laws of the Commonwealth, or any combination of these)?

Local Government*: Yes
Yes - Eligible for consideration
No - Not eligible for consideration

If the applicant is not a town, city, or county, are letters of support from all affected local governments included in this application?

Letters of Support*: N/A
Yes - Eligible for consideration
No - Not eligible for consideration

Has this or any portion of this project been included in any application or program previously funded by the Department?

Previously Funded*: No
Yes - Not eligible for consideration
No - Eligible for consideration

Has the applicant provided evidence of an ability to provide the required matching funds?

Evidence of Match Funds*: Yes
Yes - Eligible for consideration
No - Not eligible for consideration
N/A - Match not required

Scoring Criteria for Capacity Building & Planning - Round 4

Scoring

Eligible Capacity Building and Planning Activities (Select all that apply) – Maximum 100 points. To make multiple selections, Hold CTRL and click the desired items.

Capacity Building and Planning*: Other Capacity Building and Planning Activities

Is the project area socially vulnerable? (based on ADAPT Virginia's Social Vulnerability Index Score)

Social Vulnerability Scoring:

Very High Social Vulnerability (More than 1.5)

High Social Vulnerability (1.0 to 1.5)

Moderate Social Vulnerability (0.0 to 1.0)

Low Social Vulnerability (-1.0 to 0.0)

Very Low Social Vulnerability (Less than -1.0)

Socially Vulnerable*: Very Low Social Vulnerability (Less than -1.0)

Is the proposed project part of an effort to join or remedy the community's probation or suspension from the NFIP?

NFIP*: No

Is the proposed project in a low-income geographic area as defined below?

"Low-income geographic area" means any locality, or community within a locality, that has a median household income that is not greater than 80 percent of the local median household income, or any area in the Commonwealth designated as a qualified opportunity zone by the U.S. Secretary of the Treasury via his delegation of authority to the Internal Revenue Service. A project of any size within a low-income geographic area will be considered.

Low-Income Geographic Area*: No

Does this project provide "community scale" benefits?

Community Scale Benefits*: More than one census block

Comments:

NOVA population as of 2023: 2,556,143

Scope of Work and Budget Narrative - Capacity Building and Planning - Round 4

Scope of Work - General Information**Upload your Scope of Work**

Please refer to Part IV, Section B. of the grant manual for guidance on how to create your scope of work

Scope of Work Attachment*: Scope of work narrative.pdf

Comments:***Budget Narrative***

Budget Narrative Attachment*: Budget Narrative.pdf

Comments:

Scope of Work Supporting Information - Capacity Building and Planning

Scope of Work Supporting Information

Describe identified resource needs including financial, human, technical assistance, and training needs

Resource need identification*:

As stated in the 2022 NOVA HMP, many of NVRC's participating governments have high planning and regulatory capabilities, and the participating towns that have moderate capabilities in this have strong relationships with their county partners to collaborate and share resources. A gap analysis was performed to identify ways in which capabilities could be expanded and improved to reduce risk. Key areas for improvement included increasing financial capabilities to complete a broad range of mitigation actions that will protect life, property, and the environment, and increasing public education about natural and human-caused hazards, including the increasing severity and frequency of hazards such as flooding.

Describe the plan for developing, increasing, or strengthening knowledge, skills and abilities of existing or new staff. This may include training of existing staff, hiring personnel, contracting consultants or advisors

Development of Existing or New**Staff*:**

A social marketing consultant will be contracted to develop flood education resources and content. Representatives from relevant partner agencies and local governments will be included in the RFP development and review process to best incorporate the needs and priorities of Northern Virginia stakeholders.

Where capacity is limited by funding, what strategies will be developed to increase resources in the local government? (This may include work with non-governmental organization, or applying for grants, loans, or other funding sources)

Resource Development**Strategies*:**

NVRC will collaborate with other regional flood hazard stakeholders to develop new projects or activities through various methods of delivery, as well as to support ongoing programming that is already taking place across the region by leveraging local and regional partnerships and securing matching funds through local budgets.

Describe policy management and/or development plans

Policy management and/or development*:

Educating the public on flood risks and preparedness can build grassroots support for more comprehensive or aggressive flood-related policies. When residents understand the risks of flooding and the long-term benefits of policies (like improved building codes or flood insurance mandates), they are more likely to support such measures, creating pressure for local governments to act. Campaigns that educate the public about flood risks often lead to greater community engagement in flood mitigation efforts, such as elevating homes, purchasing flood insurance, or implementing stormwater management solutions. This grassroots involvement can influence policies around funding, incentives, or regulations that encourage or require these actions.

Describe plans for stakeholder identification, outreach, and education strategies

Stakeholder identification, outreach, and education strategies*:

Stakeholders include NVRC member jurisdictions, who contributed to the development of the NOVA Flood Education and Outreach framework. The framework, which serves as the outreach and education strategy, details the target audience and provides a matrix of example messages and delivery methods that will be used to guide the campaign.

Budget

Budget Summary

Grant Matching Requirement*:

Planning and Capacity Building - Fund 75%/Match 25%

*Match requirements for Planning and Capacity Building in low-income geographic areas will not require match for applications requesting less than \$3,000.

Is a match waiver being requested?

Match Waiver Request No

Note: only low-income communities are eligible for a match waiver.

*:

Total Project Amount (Request + Match)*: \$123,152.00
**This amount should equal the sum of your request and match figures

REQUIRED Match Percentage Amount: \$30,788.00

BUDGET TOTALS

Before submitting your application be sure that you meet the match requirements for your project type.

Match Percentage:

26.92%

Verify that your match percentage matches your required match percentage amount above.

Total Requested Fund Amount: \$90,000.00
Total Match Amount: \$33,152.00
TOTAL: \$123,152.00

Personnel

Description	Requested Fund Amount	Match Amount	Match Source
NVRC staff support	\$0.00	\$13,739.00	NVRC FY26 budget
	\$0.00	\$13,739.00	

Fringe Benefits

Description	Requested Fund Amount	Match Amount	Match Source
Fringe and indirect rates for NVRC salaries	\$0.00	\$18,413.00	NVRC FY26 budget
	\$0.00	\$18,413.00	

Travel

Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Equipment

Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Supplies

Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Construction

Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Contracts

Description	Requested Fund Amount	Match Amount	Match Source
Contractual services to develop outreach campaign	\$90,000.00	\$0.00	
	\$90,000.00	\$0.00	

Pre-Award and Startup Costs

Description	Requested Fund Amount	Match Amount	Match Source
No Data for Table			

Other Direct Costs

Description	Requested Fun Amount	Match Amount	Match Source
RFP and contract legal review	\$0.00	\$1,000.00	NVRC FY26 budget
	\$0.00	\$1,000.00	

Supporting Documentation - General

Supporting Documentation

Named Attachment	Required Description	File Name	Type	Size	Upload Date
Detailed map of the project area(s) (Projects/Studies)					
FIRMette of the project area(s) (Projects/Studies)					
Historic flood damage data and/or images (Projects/Studies)					
A link to or a copy of the current floodplain ordinance					
Maintenance and management plan for project					
A link to or a copy of the current hazard mitigation plan	NOVA 2022 Hazard Mitigation Plan	NOVA Hazard Mitigation Base Plan FINAL-Natural Hazards Only w Annexes.pdf	pdf	36 MB	01/23/2025 07:56 PM
A link to or a copy of the current comprehensive plan					
Social vulnerability index score(s) for the project area	Social vulnerability index in NOVA.	NOVA SVI_legend.pdf	pdf	619 KB	01/23/2025 08:03 PM
Authorization to request funding from the Fund from governing body or chief executive of the local government	Resolution from the Commission to apply for funding.	Resolution P25-11 - Flood Education Campaign.pdf	pdf	282 KB	01/23/2025 07:57 PM
Signed pledge agreement from each contributing organization					
Maintenance Plan					
<i>Benefit-cost analysis must be submitted with project applications over \$2,000,000. in lieu of using the FEMA benefit-cost analysis tool, applicants may submit a narrative to describe in detail the cost benefits and value. The narrative must explicitly indicate the risk reduction benefits of a flood mitigation project and compares those benefits to its cost-effectiveness.</i>					
Benefit Cost Analysis					

Named Attachment	Required Description	File Name	Type	Size	Upload
					Date
Other Relevant Attachments	NOVA Flood	NOVA Flood Education	pdf	676	01/24/2025
	Education and Outreach Framework	and Outreach Framework.pdf		KB	01:36 PM

Letters of Support

Description	File Name	Type	Size	Upload Date
No files attached.				